

Top Tips for Starting a Local Group of Yes Cymru



This guide has been compiled by Yes Caerdydd, with input from other Yes Cymru Local Groups. A full list of Yes Cymru groups in existence at the time of writing, is included at the end.

Top Tips

There's no one way to do this.

That's the beauty of it, so our number one top tip is:

Top Tip #1: Make it your own! Your Local Group of Yes Cymru will reflect your local community or town, and what is important to you collectively. There's no one-size fits all approach. There are infinite reasons to want an independent Wales, and a myriad different ways to campaign for it, so do it your way.

However... there are some handy things that everyone will need to know. With that in mind, and in order to avoid everyone re-inventing the wheel...

Here is a collection of things that we have learned so far on our journey towards an independent Wales...

Top Tip #2: Start with a twitter account¹ and if you can, also a Facebook page. If you aren't into either of these things, recruit a friend who is!

Top Tip #3: Consider what would be the best location for your group - a distinct town /city or area may work better than choosing a whole county of Wales as your name. For example we have set up as @yescaerdydd, but hopefully in time there will be a number of different groups within Cardiff, down to quite a granular level, @yesllandaf, @yestrebuteetc...

Top Tip #4: Keep it positive! One of the most important things we have learned so far is that positive messages are more persuasive than negative ones. Reasons why an independent Wales will be totally amazing, are more inspiring than reasons why the opposite is a bad thing.

Top Tip #5: Ask a lot of questions. People will ask you for all the answers. But the most powerful thing we have found, especially when we do street stalls, is to be inquisitive. Ask people about what *they* want for Wales' future.

¹ To set up a new Twitter account, first set up an email address in the name of your local group. Go into 'Profile' on your existing Twitter account, then click on the drop down on the right, where you will see the option 'create a new account'. Use the email address you have just created, to set up the new account.

Top Tip #6: Hold a meeting as soon as you can! Things will really get going once you start meeting up in person. You can do a lot online, but making connections is fantastic and brings energy to what you are doing. We currently meet every 3-4 weeks on a weekday evening in a pub, but we are keen to explore other ways/times/locations to get more/different people involved.

Top Tip #7: Know your audience, finding your niche in the wider campaign is key. How will you appeal to local people? What is your demographic locally, what is important to people where you live, and how will you make an independent Wales relevant in this context? We are still figuring this out as we go along at Yes Caerdydd, but we spent time to begin with thinking about different segments within our audience (which is partly what led to the terms #indycurious and #indyconfidentetc) and how to appeal to different people.

Top tip #8: make it fun - if you are enjoying yourself then other people will join in!

Frequently Asked Questions:

- 1) **Do I need permission to set up a local group of Yes Cymru?** Drop a line to post@yescymru.org or get in touch via twitter, just to say hello and check there isn't already a local group in your area that you have missed! Here's what the Yes Cymru Constitution says about local groups:

LOCAL GROUPS & SECTIONS shall be recognised and will be properly constituted under this constitution if they meet the following criteria:

- (i) agree to the aims and objectives² set out in clause 2;
- (ii) Have contacted the chair of YesCymru wishing to be designated the status of a Local Group or Section;
- (iii) agree to the YesCymru social media guidelines;
- (iv) have held a meeting with 5 or more YesCymru members present, and elected a chair;
- (v) any other criteria adopted by the Central Committee.

- 2) **Where can I find the social media guidelines for Yes Cymru?**

www.yes.cymru/wp-content/uploads/2017/06/SM.pdf

- 3) **Do we need to do everything bilingually?** Yes Cymru has a bilingual policy, and all comms from the main Yes Cymru accounts goes out in Welsh and English. You should tailor your approach to suit your local audience. At Yes Caerdydd we have adopted a pragmatic approach. All printed material is produced bilingually, and we have a number of members who are happy to do translation. Most of our social media does go out in English only, which partly reflects the team of people we have staffing the accounts. We put out bilingual tweets when we can.

² Clause 2: YesCymru is a campaigning organisation with the aim of gaining independence for Wales in order to improve the way the country is governed. YesCymru believes that Wales would be better running its own affairs, as part of a wider European and international family. YesCymru believes in an inclusive citizenship, which embraces the fact that all who choose to make Wales their home – regardless of background, ethnic origins, gender, religion or sexuality – are full citizens of the new Wales.

- 4) **Where can I get a copy of the Yes Cymru membership form?** Here - www.yes.cymru/wp-content/uploads/2015/10/Ymaelodi_YC_Membership.pdf or it is simpler to join online here - www.yes.cymru/join/
- 5) **What do I do with the membership forms once they have been filled in?**
Send them to YES CYMRU, Tŷ'rCymry, 11 Heol Gordon, Caerdydd, CF243AJ
- 6) **Do people have to be a YesCymru member to join a local group?** No, but try to encourage people to join! The subscription fees help form campaign materials like leaflets and banners.
- 7) **Can we get hold of a list of local YesCymru members?** Yes. You can request this information from Yes Cymru. You will need to keep the contact details confidential. Always use the 'Bcc' when you send a group email.
- 8) **Should we also collect contact details locally?** We have found this useful at Yes Caerdydd, plus we also collect details on what skills people have to offer. We use a 'WhatsApp' discussion group between meetings to keep in touch and bounce ideas around.
- 9) **How do you get people along to meetings?** Lots of advertising via social media, plus word of mouth. Posters etc if you're in a place whose size makes this feasible! In Cardiff, many people have brought along 'indycurious' friends. Creating a strong culture within your group that everyone is welcome, no matter where they are on what we call the 'indyspectrum' is really important. Also be really clear that it is non-party political etc, all party affiliations, or none, equally welcome.
- 10) **How do you find a friendly venue?** We are still experimenting with different venues - having a handy back room (having somewhere quieter away from the background noise in the main part of a pub is important) and you can then head into the bar afterwards. As your group grows, members may have connections to 'indfriendly' venues.
- 11) **Can we raise our own funds?** You can set up your own bank account if you feel you need to. We haven't done this at Yes Caerdydd yet, but we probably will soon. With this in mind, we have appointed an informal 'committee' with a Chair, Secretary and Treasurer.
- 12) **How can I get hold of Yes Cymru banners and other collateral like posters?**
Currently, all of the banners, posters, beer mats etc have been produced by individual groups, although hopefully in time there will be a 'starter pack' of materials that each group will receive. You can get hold of a YesCymru flag here: www.facebook.com/YesCymru-Sir-Conwy-275973109483295/

Local Yes Cymru groups (updated June 2017):

Twitter:

@yesabertawe - twitter.com/yesabertawe
@yesaberystwyth - twitter.com/yesaberystwyth
@yesceredigion - twitter.com/yesceredigion
@yescaerdydd - twitter.com/yescaerdydd
@yesgwladymedra - twitter.com/yesgwladymedra (Ynys Môn)
@yesnewport - twitter.com/YesNewport
@yesCymruBroMorg - twitter.com/yesCymruBroMorg
@yesLlanrwst - twitter.com/yesLlanrwst
@yespreseli - twitter.com/yespreseli
@yesCymruDre- twitter.com/yesCymruDre (Caernarfon)
@yesllundain - twitter.com/yesllundain
@yespatagonia - twitter.com/yespatagonia
@yesefrognewydd - twitter.com/yesefrognewydd

Other Twitter (not under a Yes Cymru brand)

@CymruIndy - twitter.com/CymruIndy (Women for independence)
@Labour4IndWales - twitter.com/Labour4IndWales (Labour)

Facebook:

facebook.com/YesCymru-Sir-Conwy-275973109483295/ (Sir Conwy)
facebook.com/groups/645450908954371 (Abertawe / Swansea)
facebook.com/YesCymruDre/ (Caernarfon)
facebook.com/YesCymruAber/ (Aberystwyth)
facebook.com/yescaerdydd/ (Caerdydd / Cardiff)
facebook.com/YesSYFf (Sir y Fflint / Flintshire)
facebook.com/YesCymru-Gogledd-Cymru-1094631960610698/ (Y Gogledd / The North)
facebook.com/YesCymru-Sir-Ddinbych-Denbighshire-268860673561592/ (Denbighshire)
facebook.com/yesllanrwst/ (Llanrwst)
facebook.com/YesWrecsam/ (Wrecsam)

Other Facebook (not under a Yes Cymru brand)

facebook.com/Labour4IndWales/ (Labour)

YesCymru Contact Details

- **Email:** post@yescymru.org
- **Post:** YesCymru, Tŷ'r Cymry, 11 Gordon Road, Cardiff, CF24 3AJ.
- **Twitter:** [@yescymru](https://twitter.com/@yescymru)
- **Facebook:** facebook.com/yescymru
- **Youtube:** youtube.com/user/yescymru